



A leading real estate firm leverages DemandBlue's On Demand Services model to increase marketing-qualified leads by 110% through Pardot

Lead Nurturing is a game changer in any sales team. It has the capability to generate highly qualified leads by constantly engaging customers with the right message at the right time. Discover how DemandBlue has leveraged Pardot to transform customer experiences and generate Marketing Qualified leads for a leading Real estate firm.

Challenge

The client is a frontrunner in the real estate industry and in order to grow and support the needs of their marketing team, they wanted to increase the size of their marketing team and processes and then begin to initiate full-scale digital, content, social and SEO marketing campaigns.

They have a small and mighty marketing team, but wanted to support a much larger sales team and understood that is possible only with the help of technology.

Solution

Optimization through Automation

The client had seen a major increase in the effectiveness of their marketing campaigns with the help of DemandBlue's solutions through Pardot.

At first, they had only a single nurturing track with generic content to nurture all of the contacts. Now, with the data gathered in Pardot, they are able to customize content and run more effective Lead nurturing programs. The client's marketing team is using personalized, dynamic content and developing different drips for each of the target industries. The team at DemandBlue has enabled the client to extend the use of automation to include lead scoring and grading, which allows them to quickly move leads through the marketing funnel. Automated thresholds for marketing-qualified (MQL) and sales-qualified leads (SQL) along with real-time prospect activity alerts make it easy for sales reps to identify the optimal leads for follow up.

Their sales team is able to prioritize the leads daily, and can see the overall value of Pardot. Now, the sales team has the opportunity to be a part of the marketing conversation, and the flexibility to choose the appropriate course of action for prospects.

Added Insight into Marketing Success

DemandBlue's customization of Pardot has enabled them to tie all of the prospect data they are getting in Pardot back to their funnel, and understand what marketing campaigns are working, what needs improvement, and how they are impacting the overall business ROI.

Benefits

With DemandBlue's solution, the client has seen the following improvements in key areas of business

- **Lead Flow:** 17% Marketing Qualified Leads to Sales Qualified Leads conversion rate, and a 29% conversion rate of SQLs into won opportunities
- **Lead Generation:** 110% increase in Marketing Qualified Leads
- **Prospect Engagement:** With custom scoring in place, the client can now monitor content downloads, email clicks, total page views, lead generation sources and more, enabling a holistic view of engagement with marketing programs over time.